

AvoidOpioid
Prescription Addiction

Targeted Media Campaign

July 10, 2019

Goal:

Increase awareness of the effects of destructive behaviors involving opioids

Encourage positive lifestyle choices.



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Strategy #1

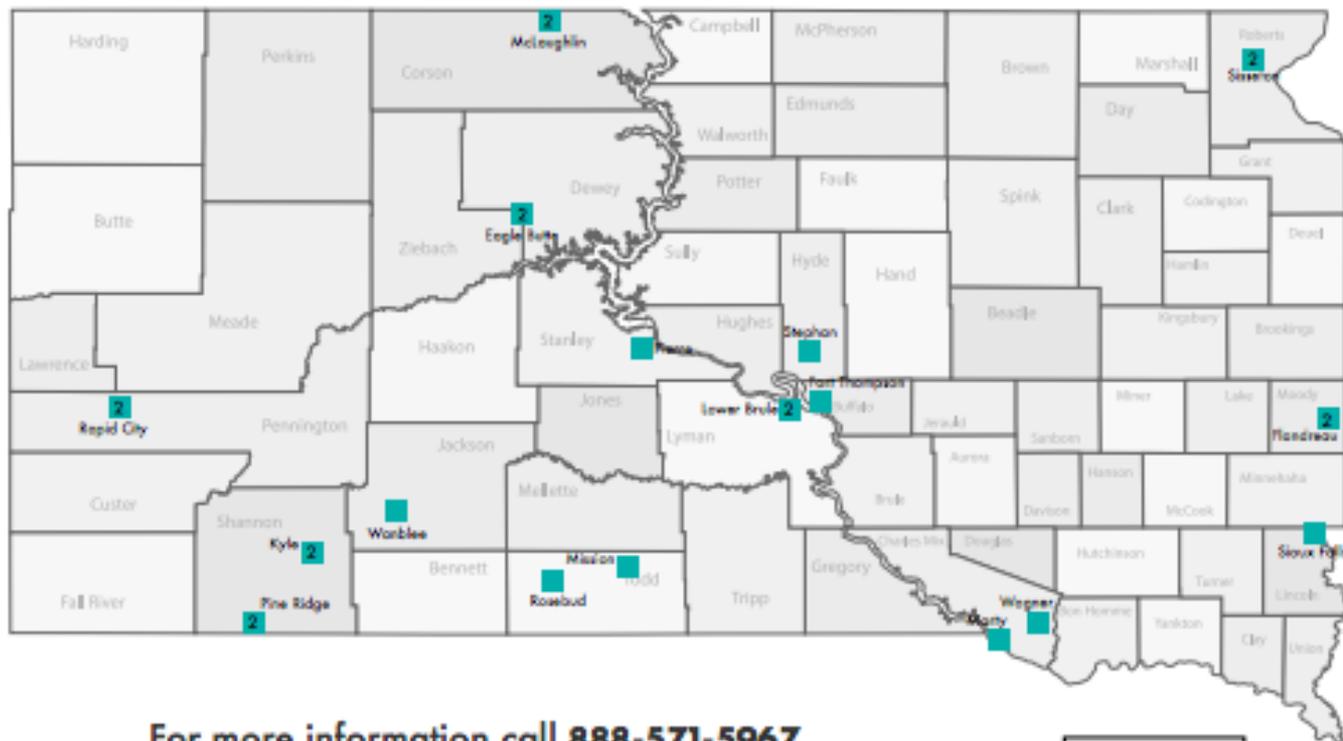


GOODHEALTHTV[®]



**Indian Country's
Most-Watched Health Network**

Using the outreach platform provided by GoodHealthTV video messages were broadcast over a 10-month period.



For more information call **888-571-5967**
or email info@goodhealthtv.com

Legend
Tribal/IHS/Urban = ■

Total Network Sites: 25

Four videos were produced to address the following audiences within American Indian communities:

General public

Preteen

Teen

Young Adult



Digital slates for the same audience groups were added mid-flight.



The ***campaign spots*** ran a total of 163 days in South Dakota schools and 194 days across the state in health centers and clinics.

For clinics and health centers the total spots aired across 15 locations was at ***least 58,200***. (Based on available statistics for annual patient visits in IHS and Tribal facilities we can conservatively report that there were over three and a half million ad impressions - number of people that could have potentially watched the ads over the period of performance).

Total spots run in the schools during the campaign period ***was in excess of 19,720*** across the 10 locations.

Strategy #2

Social Media blast – April 2019

Live the good life!

THIS IS A DRUG FREE LIFE.

AvoidOpioidSD.com
Know the risks of opioids. [LEARN MORE](#)

Live the good life!

DON'T CLOUD YOUR FUTURE WITH DRUGS.
CHOOSE A POSITIVE LIFE.

AvoidOpioidSD.com
Know the risks of opioids. [LEARN MORE](#)

Live the good life!

THIS IS A DRUG FREE LIFE.

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Using same messaging that was created for GoodHealhtTV

Campaign Results

- Impressions¹: 365,064
- People Reached²: 32,314
- 10 Second Video Views: 119,658
 - Likes: 26
 - Shares: 10

Next Steps:

Continue message outreach through GoodHealthTV and social media.

Expand school reach

Create stories of positive lifestyle choices



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